

## Group 1

### Design choices walk-through

The design of the website follow a modern, user-friendly layout with distinct sections for various types of content, catering to an audience that values community and engagement. Here's a summary justification for the design choices and the colour scheme:

#### 1. Layout and Structure:

- The website uses a card-based layout, which is a popular design choice for its clarity and ease of navigation. Each card or section is distinctly separated, allowing users to quickly identify different areas of content.
- There is a consistent header across all pages, which helps with brand recognition and provides a familiar navigation scheme for users as they move between pages.

#### 2. Colour Scheme:

- The homepage utilizes vibrant, inviting colours that give the site a friendly and energetic feel, encouraging user interaction and community feeling. The warm tones could be aimed at making the space feel welcoming.
- The 'login' page, and the 'sign up' page use blue hues used in the buttons and headers provide a professional and trustworthy feel, which is important for actions involving personal information.
- The contrasting pink for the "Sign Up" link on the login modal serves as a visual cue for new users to create an account, differentiating it from the primary action.
- A neutral background colour is used for the modals to reduce strain on the eyes and ensure that the text and form fields are easily readable.
- The about page uses a more monochromatic scheme with greyscale images, possibly to create a professional and serious tone when presenting information about the team and supporting charities.
- The edit account page has a brighter background with nature imagery, which might be designed to convey a sense of growth and personalization, resonating with the user's experience of customizing their profile.

#### 3. Typography and Icons:

- The website uses modern and clean typography, which enhances readability and contributes to the site's overall sleek design.
- Iconography is used to represent different interests or community categories, allowing for quick visual identification and adding to the aesthetic appeal.

#### Login page and Sign up page:

- Login page and sign up page has clear, legible typography is used for both the headers and the form fields, maintaining a professional and accessible interface. Form fields are prominently styled with bold borders, making it easy for users to identify where to input their information.

#### Success Message:

- The account creation success message uses a contrasting dark background with a bright text colour to signify the completion of the process, making it stand out and reinforcing the sense of achievement.

#### **Notes and Error States:**

- The design includes notes for error states, an essential aspect of user experience design. Providing clear instructions on how to correct errors helps reduce user frustration and improve the overall efficiency of the interface.

#### **4. Use of Imagery:**

- The images chosen for the homepage appear to be focused on community and shared interests, which is consistent with the website's theme of finding one's community.
- The profile pictures on the about page are stylized silhouettes, which maintain user privacy while still personalizing the page.

#### **5. Overall User Experience:**

- The layout is intuitive, with clear calls to action, such as sign-up buttons and navigation links, which are good practices for user experience design.
- The consistent use of colours and layout across different pages provides a cohesive and branded experience.

In conclusion, the website's design choices aim for a balance between aesthetics, functionality, and user engagement, with a colour palette that varies between pages to suit the purpose and content of each page. The colours and design elements appear carefully chosen to create an inviting atmosphere that encourages community participation and personal expression.